

*"Dinner was usually served at three o'clock in Washington's time and, at informal affairs, the company 'sat till sunset—then coffee'"*



## Then men rode a hundred miles for a good cup of coffee



*The latest news and the finest coffee—for these, men rode from far and wide to their favorite coffee-house*

**I**N President Washington's time coffee had as important a place on every gentleman's table as it does today.

Dinner was usually served at three o'clock and, at informal affairs, the company "sat till sunset—then Coffee." One busy diarist has recorded that "balls and routs" sometimes lasted five days. Then hot and cheering cups of coffee must have revived many a weary youth and drooping maid.

The coffee of those days was not only costly and hard to get—it was rank and bitter. But because no other kind was known, everyone thought it delicious.

Today the foods of all the world are brought to our door and unlimited choice has so developed our tastes, that frequently the best is not good enough—until we have improved it.

This was the case a number of years ago. John Arbuckle,

the world's greatest coffee merchant, selected for his personal use, the choicest coffee he could find among all the coffees grown.

From every coffee-producing country samples were brought to be tested and judged—and the subtlest differences in flavor, in aroma, in body were noted—

The coffee that was finally selected was so exquisite in flavor, so unusual in strength and richness that it surpassed in every way the most exacting standards.

And when, at the urgent request of personal friends, this coffee was placed on the market, its extraordinary qualities were instantly recognized.

Today this coffee is the favorite of two of the most critical cities in the world, New York and Chicago.

The coffee is Yuban. Your grocer carries it.



*George Washington's own coffee service*

# YUBAN

